PITTSBURG STATE UNIVERSITY

CAMPUS SIGNAGE POLICY

POLICY

1. This policy provides general guidelines for signage on the University campus.

The purpose is to:

1. promote the Pittsburg State University brand,
2. enhance the experience of students, faculty and visitors,
3. ensure a unified and attractive sign appearance for all facilities,
4. minimize maintenance and repairs of the buildings,
5. reduce the overuse of signage.
6. All signage issues not specifically addressed by this or other University policies are to be referred to the Design Review Committee. All standard building codes referencing signage will be followed even if not specifically including in this Policy. Interpretations of this Policy are made by the Design Review Committee. Any appeal of the Design Review Committee’s decision may be made to the Facilities Master Planning Committee. A final second appeal of decisions may be heard and official interpretations of this Policy are made by the Presidents Council.

DEFINITIONS

1. There are two primary types of signage allowed on University Property:
   1. Vehicular
   2. Pedestrian

The Campus Signage Policy addresses both internal and external pedestrian signage, including the following:

* Identification signage for buildings, facilities, venues, and directories
* Way-finding signage (established Wayfinding standards can be accessed at pittstate.edu/office/pdc)
* Regulatory signage for vehicular, bicycle and pedestrian movement, parking, etc.
* Temporary signage for events, announcements, etc.

1. Primary Administrator means the administrator who has primary responsibility for a facility. For example, the Dean of the Kelce College of Business is primary administrator responsible for the Kelce College of Business building while the Dean of the College of Technology is primary administrator responsible for the Kansas Technology Center; the Dean of the College of Education is the primary administrator for Hughes Hall while the Dean of the College of Arts & Sciences is the primary administrator responsible for numerous College of Arts & Sciences facilities. In shared facilities, each primary administrator is responsible for her/his space, and decisions on common areas rest with the sharing primary administrators.

PROCEDURES

1. **ADA Sign Mounting & Location Height**

All permanent signage shall be in accordance with the Americans with Disabilities Act standards. Signage shall be approved in advance by the Office of Institutional Equity and Equal Opportunity in consultation with the Design Review Committee (DRC). As appropriate, Braille signs should be used when required by ADA.

1. **Sign Inventory**

All signs, with the exception of temporary ones, are to be inventoried on a master list maintained by Printing and Design Services.

1. **Sign Content**

The primary content of campus signage shall be consistent with guidelines of signage (See University Policy Section A).

1. **Sustainability**

Where possible signage should be long-lasting, reusable, efficient and sustainable.

1. **Sign Design**

Any design or placement issues not specifically covered by this policy shall be addressed to and approved by the Design Review Committee.

1. **External Sign Installation**

All signs, with the exception of temporary ones that are not attached to facilities (yard signs), are to be installed and removed by the Physical Plant Division only. The Director of the Physical Plant may delegate this responsibility to appropriate units that have their own facilities employees such as the Athletics Department. To arrange for installation of signs upon approval from the Design Review Committee, contact the Physical Plant.

1. **Standard Interior Sign Locations**
2. Room ID Signs:
   1. Room ID Signs should display a room number designation (with Braille). The approved font for use is upper-case Helvetica-Bold. The middle of the Room ID sign should be installed at 60 inches to the middle of the sign. When possible all signs should be installed on the latch side of the door. Where there is no wall space at the latch side, signs shall be located on the nearest adjacent wall.
3. When new signage is installed in locations with existing non-standard or duplicate signage, removal of old signage and repair and/or refinishing of building surfaces shall be included in the project. New signage shall comply with specifications provided in this document.
4. **Building Surface Artwork**
5. External

Proposed artwork must be approved in advance using a memorandum to be submitted via the respective department head or dean/director in charge of the facility where the art is to be exhibited, the Design Review Committee, the University Architect, and the Facilities Master Planning Committee. The memorandum will include the location and a description of the proposed surface, the general concept of the work, the proposed schedule, a general description of how the work will be executed, how it will be maintained, how long it will remain in place, and who will be responsible for its removal. The memorandum shall either include or have an attachment that details the owner of the work, and, if not the University, the conditions under which the work will be exhibited.

1. Internal (Public Spaces)

While adhering to other University regulations and being consistent with University graphic standards, generally, surface art, including bulletin boards, are the responsibility of the primary administrator of the building.

1. **Exterior Building Identification**
2. Specifications for exterior identification of buildings are provided in the Wayfinding and Signage Design Guidelines.
3. **Building Entry**
4. Building Directories
   1. May display the names of people and units, located in the building where the directory is mounted. Directories should be located in close proximity to the main and high traffic secondary building entrances.
   2. Scale: As required to provide a concise description of the building/department location.
   3. Signage Elements:
      1. The wordmark is optional, however the use of the wordmark is preferable.
      2. Text of interior entrance lobby signage shall be in Helvetica Neue Medium or Bold of a size not more than 75 percent larger than the full wordmark. The complete building name shall be given in all uppercase letters at the top of the directory.
      3. Signage text and graphics shall be left justified in three columns or fewer.
      4. Donor-named schools or colleges may use approved typeface and identity standards.
      5. Where other graphics, ornamentation or other visual devices are provided, signage shall be located so as not to compete with the other graphics, ornamentation, or other visual device.
   4. Materials:
      1. Materials used in interior entrance lobby signage should be of any approved material with color properties allowed in Pittsburg State University Brand Standards, latest edition.
      2. Building entrance lobby signage should have a background color that conforms to one of the university color specifications (Red-PMS 186, Gray-PMS424, Black PMS 433)
      3. Open space equal to the height of the text shall be given both above and below the main text, and open space equal to or greater than the height of any sub-text shall be given surrounding the sub-text.
      4. Where dark background colors are used (black, gray), the one color reverse full mark shall be used.
5. For consistency on the campus, there are two ways directories can be organized.
   1. Directory Listings by Floor – In small administrative or academic buildings with few listings, directories may be listed by floor then alphabetically.
      1. List the names of the departments, units or organizations found in the building and that room number or numbers for that group. List the Director’s office with or without that person’s name and the room number. List other key personnel or units within the department that visitors are seeking. If individual’s names are used, each change in personnel will require a directory update. New listings can be purchased from Printing and Design Services on campus.
      2. If the building has specific spaces that the public utilizes, or visitor destinations such as training rooms, conference rooms, auditoriums, snack bar, accessible bathroom, etc. those special destinations may be listed on the directory with a room number.
   2. Alphabetical Directory Listings – Many academic buildings are too large or there are too many listings to have the directory arranged by floor. Alphabetical Directories list alphabetically all departments, programs, and administrative offices found in the building (example: Printing and Design Services, Collegio, Gorilla Geeks)
      1. Names of faculty and key staff may be listed alphabetically, last name first (example: Comeau, Troy) with a header (example: Broadcasting Director) and room number.
      2. Special destinations within the building may also be listed alphabetically (examples: Kelce Planetarium, Student Support Center)

Directory cabinets should complement the building architecture or be an electronic directory; both shall be approved by the Design Review Committee.

1. Digital Signage:
   1. Digital display content players and software components of electronic signage systems on each video screen must be compatible with the current campus electronic alert notification system to allow for real-time informational alerts.
   2. All areas will install a standard system selected by a PSU Digital Signage Search Committee. The search committee will consist of stakeholders involved with owning, operating, or installing campus digital signage. Information Technology Services will facilitate this committee and digital signage product searches.
   3. Digital Signage requests shall be approved by the Building Administrator, Academic Dean/Department Head and Facilities Master Planning Committee.
   4. Equipment purchases must be coordinated and approved through the assigned technician in order to maintain consistent technological and installation requirements.
   5. Information Technology Services will procure equipment, licenses and coordinate installation of hardware/software with the appropriate technician on behalf of the area purchasing the product.
   6. Information Technology Services will maintain server and server software.
   7. Locations must comply with fire code, ADA requirements and historical building and structural standards. All locations must be approved by the Facilities Master Planning Committee.
   8. Equipment that is presently in use can remain in place until updates are required so long as the system is compatible, supported by the manufacturer, was installed in a manner that complies with all applicable building codes and has the ability to display content in an approved format.
   9. Content approval of all board messaging is the responsibility of the Building Administrator.
   10. Content must be displayed in a university approved format. Formats are available from University Marketing and Communication.
   11. Emergency information related to public safety will have priority over all other content.
   12. Content should promote University activities, events and education opportunities in a time sensitive manner.
   13. No audio shall be used unless in emergency messaging.
   14. Content that infringes on the copyright or trademarked works of others cannot be displayed without the express written approval of copyright owner.
   15. Content must comply with Pittsburg State’s Mission and/or University policies.
   16. Time sensitive event postings must be taken down no later than the first business day after the event has occurred.
2. It is recommended that a Building Plan be mounted near each group of public entry doors, and in circulation lobbies. A Building Plan consists of a simplified building floor plan graphically indicating the major circulation routes, accessible path of travel, toilet locations, building directory location, major spaces, and storm refuge area.
3. Signs noting that the University is a Tobacco Free campus shall be consistent with other general campus signage and shall be approved by the Design Review Committee.
4. Signs noting that the campus does not allow open-carry of firearms shall be consistent with other general campus signage and shall be approved by the Design Review Committee.
5. **Signage Cost**
6. Departments and/or offices requesting the installation of a directory or sign (digital or otherwise) will be responsible for expenses incurred in the installation of the unit including, but not limited to, data and electrical access, installation hardware and subsequent maintenance that may be incurred after installation.
7. **Room Identification**
8. Rest room signs shall consist of a pictogram, word and Braille.
9. Room number signs shall have the following information: room number and room description with Braille below each. For classrooms and offices only, changeable signs may be positioned directly below the room number sign for temporary information when space allows.
10. Seating Capacity signs, when required, shall include the message “Seating Capacity” above the number for the allowed capacity.
11. **Bulletin Boards & Display Cases**
12. The use/installation of bulletin boards & display cases are controlled by the primary administrator responsible for the particular building. Bulletin boards and display cases are only to be used inside buildings and are for announcements of University units and student organization or departmental activities. Bulletin boards are not to be used for personal, commercial, or business purposes. Use of bulletin boards and display cases shall be consistent with the campus policies on Use of Facilities, Solicitation of Funds, Political Activity, and Campus Sales.
13. Size, type and mounting location of bulletin boards and display cases shall be approved by the primary administrator. All bulletin boards and display cases shall be mounted by Physical Plant personnel.
14. Once mounted, bulletin boards or display cases in a building are considered part of the building and may not be removed except by Physical Plant personnel, or facility operations staff.
15. Bulletin Boards and Display cases shall reflect the aesthetic and academic environment in which they are placed.

1. **Hazard, Warning & Storm Refuge Area Signs**

Hazard and warning sign locations are as prescribed by government regulations including D.O.T. and O.S.H.A. College or departmental officials shall consult with the University Office of Environmental Health and Safety to determine requirements for these signs as they pertain to materials in the area.

Storm Refuge Area locations can be found in GUS Classic under “Internal Documents”. All storm refuge area signs shall be permanently placed and located according to the building maps.

1. **Recognition Plaques**
2. The University recognizes the generosity of its financial donors with recognition plaques. All donation plaque design and placement will be coordinated through University Advancement to ensure a unified appearance that is appropriate to the space displayed.
3. The Design Review Committee will coordinate with University Advancement regarding any specific requirements associated with the recognition.
4. **Historical Markers**

Approved Historical Markers may be erected to reflect the history of a former campus building or specific event. Such Historical Markers may only be erected after approval of the Facilities Master Planning Committee and University Advancement. Historical Markers shall be erected by the Physical Plant Division or contractor.

1. **Interior Temporary Signs/Displays**

These signs shall be used only temporarily and are not intended to be used in place of standard signage. No surface-damaging adhesives (e.g. glues, construction adhesives, tape) or surface-penetrating fasteners are to be used to display temporary displays of any kind. Temporary signs shall not obstruct permanent signs, windows, doors, or ventilation grilles.

For guidelines on placing posters on bulletin boards, please refer to the Student Government Association website at <https://www.pittstate.edu/office/campus-activities/organizations/student-government-association.html#undefined1>. The guidelines apply to all materials to be posted with the exception of materials from University units and a few selected groups. (See Section T of this policy for rules on temporary yard signs.)

1. **Interior Easels, Sandwich Boards & Other Free Standing Signs**

Easels, sandwich boards, or any other free-standing signs are not to replace permanent signage. They may however be used under the following stipulations:

1. In public circulation areas and in unit office areas as long as they are approved by the authorized unit and do not impede pedestrian traffic. They may not obstruct required public circulation, or any permanent signs, mechanical, lighting or life-safety features.
2. Content must comply with all applicable University policies.
3. **Banners**

Banners may be displayed on campus to celebrate the achievements of Pittsburg State, staff, students, alumni, colleges or units, or as informational location or direction messages in support of university events or programs.

Banners that are permitted on campus are subject to the following guidelines:

1. Quality and design of the banner shall be consistent with University Marketing and Communication graphic/brand standards and shall present an image consistent with the university’s brand in the community. Design, size, and graphics of a banner must be submitted to UMC prior to the banner being made. Size of banners shall be appropriate for the intended location. Banners shall not contain language, symbols, or graphics that are obscene or discriminatory in nature.
2. Banners shall not be attached to light posts, sign posts, trees, other plant materials, or to structures or art pieces not associated with buildings. Requests for displaying of banners not attached to the exterior or interior of a building must be made to the director of the Student Center no later than three weeks before the requested banner display date. Banners attached to exterior or interior of buildings shall be approved by the primary administrator and do not need to be submitted to the director of the Student Center.
3. Banners shall be installed by the University’s Physical Plant Division or the facility operations staff. Installation shall be made in a previously approved fashion so that it does not damage the building or building components, or compromise building safety and/or security requirements. Any damage done to the building or building components shall be paid for by the banner sponsor.
4. Units regularly using banners as a means of communication or promotion of events are strongly encouraged to install permanent banner posts, as approved by the Design Review Committee.
5. Unless common themed message banners, no more than one banner may be installed on a building at one time.
6. Signs displaying off-campus political campaigning are prohibited. (Student government elections, Homecoming king/queen activities, etc. are not political campaigning.)
7. Signs displaying vendor or product advertisement for the sale of any goods or services or commercial solicitation are not allowed unless part of University Purchasing contracts and with prior approval of the Office of University Marketing and Communication and/or University Advancement if funding is part of a donation.
8. Time of display shall not exceed 30 days in any calendar year without additional review and approval, unless otherwise pre-approved. In no event may a banner be displayed for more than one year, e.g., celebration of a centennial event.
9. Any appeals regarding banners shall be addressed to the Design Review Committee.
10. **Temporary Yard Signs**

Yard signs may be used as temporary signage. This includes all free-standing products, sandwich boards, easels, etc.

Registered Non-commercial announcements may be posted on behalf of registered student organizations. Under no circumstances are announcements to be posted on any painted surface, in any classroom, or on any tree or shrub. Announcements shall indicate the name of the registered student organization on whose behalf the announcement is posted and the date posted. It shall be the responsibility of the registered student organization to remove all such announcements within three days following the program, event, or election to which the announcements are related.

No poster, handbill, or any other form of announcement may be posted in such a manner as to cause damage. No announcement may be written or painted upon any building, or other natural feature of the campus.

1. The primary purpose of temporary yard signs is to advertise, give directions or note location of events and activities.
2. Use of yard signs and the yard signs shall be approved by the Student Government Association Campus Affairs Director with the exception of yard signs from University units and a few selected groups.
3. Yard signs must be finite events (events which have a starting time and ending time).
4. Yard signs should be placed on campus no more than one week prior to the event, and must be taken down immediately following the event (evening of the event or first thing the following morning).
5. Yard signs should be placed so as not to interfere with pedestrian traffic, not present a potential tripping hazard, and not interfere with vehicle/golf cart traffic.
6. Yard signs should be placed to minimize interference with Physical Plant grounds crews in the conduct of keeping the campus clean and groomed. This requirement will be discussed with the organization at the time of the request.
7. Sponsoring organizations shall be mindful that yard signs must not detract from an aesthetically pleasing appearance for the campus, and organizations should be respectful and avoid any appearance of clutter.
8. Yard signs may acknowledge support(s) of an event or activity, but may not display corporate logos. Commercial advertising via yard signs, fliers or posters is not permitted.
9. Failure to observe and follow these policies and procedures will result in sign removal, and possible loss of future privileges. Gross violations or repeated violation may result in appropriate sanctions for employees, students or student organizations.
10. Business or commercial advertising via yard signs, fliers, posters or banners is not permitted.
11. **Chalking/Sidewalk Decal**

A registered student organization or a University unit may use water soluble sidewalk chalk or a removable sidewalk decal in approved areas if the organization follows the guidelines listed below.

1. The area approved for sidewalk chalk is the Oval and sidewalk areas not immediately in front (within 10 feet) of entrances to facilities.
2. Organizations with the exception of University units and a few selected groups must request and be granted permission from the Student Government Association Campus Affairs Director at least one day prior to chalking.

Chalking/Decal messages shall not contain language, symbols, or graphics that are obscene or discriminatory in nature. Decal messages must be approved by University Marketing and Communication.

For additional guidelines please refer to the Student Government Association website at <https://www.pittstate.edu/office/campus-activities/organizations/student-government-association.html#undefined1>.

Spray painting is expressly prohibited; use of spray paint shall result in appropriate individual discipline as well as assessment of damages.

1. **Handbill & Fliers**

Members of the student body, faculty, and/or staff of the University may distribute on behalf of registered student organizations, a college, or a University department free-of-charge non-commercial announcements, statements, or materials at any reasonable outdoor area on the campus.

1. **Design Review Committee**

The primary function of the Design Review Committee is to support the goals and objectives of the Master Plan. DRC representatives are appointed from Academic Affairs, Administration & Finance, Student Life, University Advancement and the PSU Student Body.

All building projects, landscaping projects, major graphic projects, signage, and any project that visually affects the physical environment of the campus should be reviewed and recommended by the DRC to the Facilities Master Planning Committee for approval. The DRC meets monthly and needs to receive any requests for project reviews at least one week prior to the monthly meeting. Please refer to the DRC website for meeting dates.

**Signage Committee Task Force Members:**

* Mr. Chris Kelly, Director of Ticket Operations – Chair
* Dr. Paul Grimes, Dean- Kelce College of Business
* Ms. Angela Neria, Chief Information Officer
* Dr. Duane Whitbeck, Chair - Family and Consumer Sciences
* Dr. Howard Smith, AVP – Enrollment Management and Student Support Services
* Ms. Ellen Carter, Director of University Development
* Mr. Larry Jump, Graphic Designer Specialist
* Ms. Melinda Roelfs, Assistant Registrar
* Mr. Ed Meyer, Maintenance Supervisor